



HAYDITE WALLS

for better homes

●

Now... This scientific building material
brings new improvements to masonry
wall construction yet saves you money, too



A house is as good as its walls . . . no better!

When you build your home, don't neglect its wall construction. Walls are the vital part of the building: the structure upon which all else depends. If they endure, your house endures. If they deteriorate or fail, so does the whole building. There is no room for skimping of cost here—nothing could be worse economy. And, indeed, there is no need to worry about wall costs now, for Haydite Masonry can be yours without stretching your budget.

*You can now have
the finest masonry construction
and still save money!*

Do you know that one of the biggest advances science has brought to modern building applies to the walls of your home—and, we should add, directly affects your pocketbook? This is the Haydite method of masonry construction—a development based upon products made of a remarkable material called “Haydite.” It brings to you as a home owner, a combination of advantages that have won it recognition as the ideal structural system; Haydite walls stand for masonry perfection. And then it does more, for because it is a really scientific system, it brings about construction economies so attractive that many choose it for that reason alone.

You may not have given much thought to wall construction; the subject may appear too technical or complicated for you to judge. But you *should* take an active interest in your masonry work, for it is the most important part of your whole home. And Haydite construction is *not* a technical matter—in fact, simplicity is one of its strongest features. Read this booklet and you will have the whole story in a few moments. Then take it up with your architect or contractor and the result will be a finer and more economical home.

HAYDITE UNIT WALLS

-a better building method

combining exclusive advantages in strength, fire-safety, permanence, low upkeep and insulation with savings in labor and important structural economies—all through one simple material

It isn't necessary for you to be experienced in building construction in order to understand the many advantages you gain through Haydite Building Units. The reasons are simple and free from technicalities, just as the building method itself is simple.

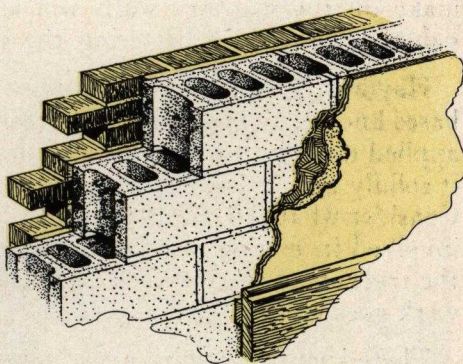
Haydite Unit Walls are superior because in them all of the important work is done by *one* high grade product. This simplifies construction and not only eliminates unnecessary special materials, but also the cost of their installation, saves in upkeep expense, and at the same time produces a better building.

The modern idea in building homes is to effect economies in construction expense so that a bigger share of the building cost is represented by good, substantial materials. To accomplish this the materials must be improved in design and quality, so that they will be easier to put together and will serve more purposes. This is exactly the thought behind Haydite Building Units. Ordinary masonry materials do the work of load bearing, backing up a brick or stone exterior and, to some degree, protecting against fire. In every one of these respects the Haydite Wall is at least equal and in most cases superior to ordinary construction. Furthermore, Haydite Building Units bring the additional values of a plastering surface, a stucco base, a heat insulation, a base for the nailing on of trim and even a sound deadening system.

You can see that when one material does all this, the job of building should be much easier. It is, and as a matter of fact a number of costly and unnecessary materials and labor operations are done away with. In addition, the Haydite Units are manufactured in most efficient sizes and shapes, and being of light weight are very easy to handle. Their combined structural features are an important factor in reducing costs of construction.

SCIENTIFIC SIMPLICITY

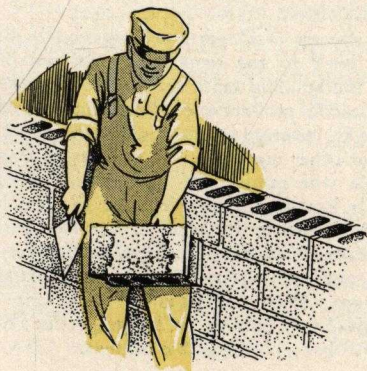
Haydite Walls are superior because in them all the important work is done by one simple, scientific material—the Haydite Building Unit. This is the advanced *modern* idea in building homes.



Haydite Building Units are hollow masonry blocks made of special Haydite Concrete under rigid specifications which comply fully with all building codes in strength and design. They are the lightest weight of all fire-resistant masonry products. Due to this and to their large convenient size (one 8-inch Haydite Unit is equivalent to twelve standard brick or more than two standard 5 x 8 x 12 inch hollow clay tile) they are so easy for masons to handle that the wall is built with much less labor and with a surprising saving in mortar.

The wall thus built is generally recognized as the finest class of masonry known today. It has great structural strength, is mechanically perfect and true, and is age-proof, damp-proof and permanent. That it offers ideal fire-protection is shown by high ratings from the Underwriters' Laboratories (National Board of Fire Underwriters) and other authorities. Because of these qualities, Haydite Building Units are preferred for backing up brick, stone, etc., for foundations and load bearing walls and for fire-proof partitions.

But that is only the beginning of the story. The same units that



LABOR ECONOMY? —figure it out yourself!

One 8-inch Haydite Unit is equal to 12 common brick weighing about 100% more, or more than two 5x8x12-inch hollow clay tile weighing about 20 to 30% more. Obviously the wall constructed of light weight Haydite Units requires less work to build.

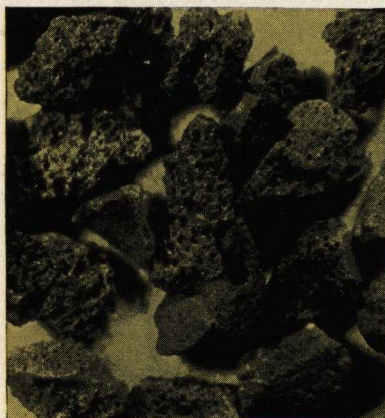
make up the masonry walls will also perform a number of other valuable services in bettering the construction of your residence.

Haydite Building Units form one of the best plaster and stucco bases known. This is very important in its savings. The plaster is applied directly to the units and the natural Haydite surface holds it solidly and "cures" it to perfection. The same is true of stucco. Consider what this means: first, all of the costly materials and labor involved in furring and lathing are eliminated; second, because of the trueness of the Haydite Unit wall, less plaster is needed and the work goes more quickly.

There is another point about plastering and stuccoing that, from your standpoint, is even more of interest. With Haydite construction, plaster and stucco cracks are reduced to a minimum. The Haydite wall is solid and stable and as its reaction to heat and cold is virtually the same as for plaster and stucco it does not subject them to severe expansion and contraction strains. This does away with one of the worst nuisances and sources of repairs that the home owner has to worry about.

A further reduction in building cost is possible because mouldings, base boards and other interior or exterior wood trim may be nailed directly to the Haydite Units, saving nailing plugs and strips—a considerable item of expense. The units can be quickly cut and channelled to receive pipes, conduits, etc., without danger of injury to the wall.

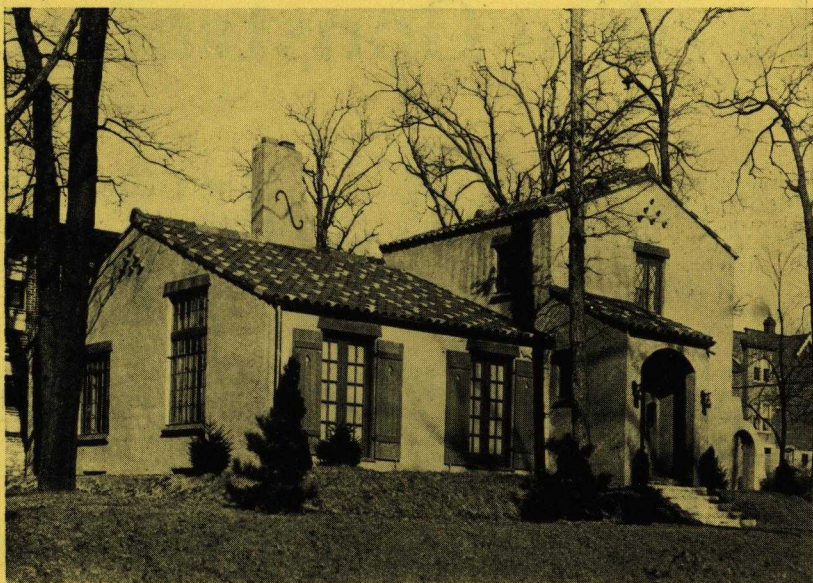
Haydite Building Units have the greatest insulating efficiency of



These tiny air cells give Haydite its lightness, strength and insulating value. (Actual micro photograph)

WHAT IS "HAYDITE"?

The success of Haydite construction is all traced back to the remarkable material of which the building units are made. Haydite is a scientific product specially manufactured for use in concrete in place of sand, gravel, stone or other materials. It consists of clay or shale (the same as in high grade brick) specially heat-treated at over 2000° F., which expands it into a mass of minute air cells. This makes it amazingly light in weight, very strong and one of the best heat and sound insulators. Also—and this is very important—it is absolutely uniform in its properties and has no combustible content.



In this attractive residence the stucco is applied directly to the Haydite Units and thus becomes part of a solid, fire-safe masonry wall—economical and permanently beautiful.

any masonry products. This is due to the unique cellular nature of the material and has been proved by many scientific tests. You save fuel and shut out heat or cold so effectively that there is no need for the expense of special insulating materials.

To sum all of this up, Haydite Building Units provide a construction that combines desirable qualities not to be secured through other methods and at the same time *cuts labor costs in no less than seven important ways* (masonry work, mortar making, plastering and stuccoing, plaster and stucco making, nailing on of trim, furring and lathing and applying of building insulation) *and makes a saving in no less than five building materials* (mortar, plaster and stucco, lath and furring materials, nailing plugs or strips and wall insulating materials). To express this economy in dollars and cents is difficult, but experience has shown that your home can be actually built with Haydite Unit masonry walls at little more than the cost of ordinary frame construction.

Your contractor and your architect will know about Haydite Wall construction, for it has been used in many of our finest modern buildings. Discuss it with them and you will find it has their full approval. In any case, talk it over with a Haydite representative who will show you how to build a better home with greater economy.

Haydite Construction •

• 1 •

The big, lightweight units are so easy for the masons to handle that the wall is built at a considerable saving in labor costs. No unusual skill is needed—in fact, the walls are uniformly true with ordinary workmanship because of the wide mortar bed.

• 2 •

The Haydite Building Unit Wall is a fire-safe wall with a high rating from the Underwriters' Laboratories (National Board of Fire Underwriters) as well as other authorities. This, too, means an advantage in insurance rates compared with less fire-resistant construction. Haydite Units are safe because they *contain no combustible material* and are an efficient insulation against the transmission of heat.

• 3 •

There is no finer material than Haydite Units for backing up face brick, stone or other facing materials. The brick may be "bonded" to the units in several ways, producing a solid, strong masonry wall that is permanent and structurally superior.

• 4 •

Plaster is applied directly to the eight-inch Haydite Units, which form one of the best plaster bases known. The plaster clings fast to the natural Haydite surface and "cures" to perfection. Because of the trueness of the Haydite wall, less plaster is needed and the work goes much faster. All of the expense of lath and furring is eliminated.

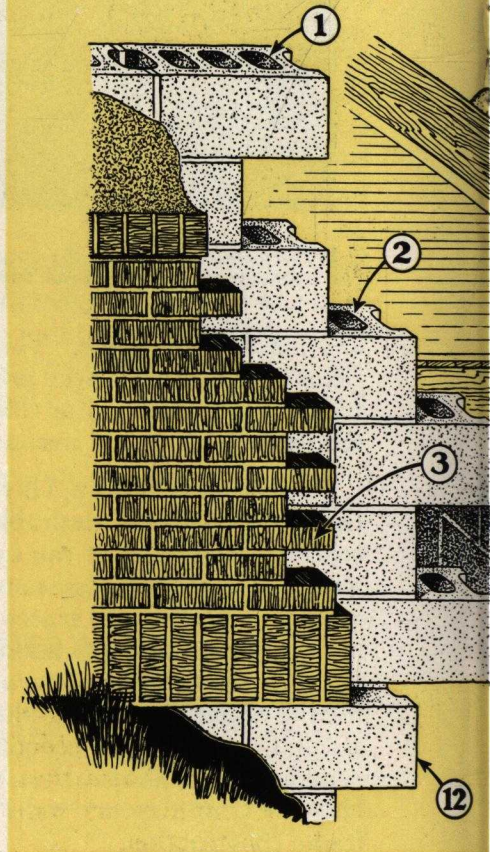
• 5 •

The nuisance of plaster cracks, the spoiling of wall decorations and the consequent costly repairs are minimized by plastering on Haydite Units, for the Haydite Wall, with its structural stability and low heat conductivity, does not subject the plaster to severe expansion and contraction strains. There is nothing in the chemical composition of Haydite which can discolor or affect plaster in any way.

• 6 •

Applying stucco directly to the Haydite Unit Wall is advocated by leading authorities. The Haydite surface is the ideal stucco base, speeding labor and cutting costs by doing away with furring and lath. This gives a *permanent* stucco exterior, virtually free from danger of cracks or blemishes.

The modern scientific method of cost-reducing masonry construction



Haydite Building Unit Walls represent with a combination of superior features of building . . . yet they effect so many that they can be used in your home at a constant

the Story at a Glance

• 7 •

Wood trim is nailed directly to the Haydite Units, saving the labor and expense of inserting nailing plugs and strips. This applies to baseboards, mouldings, window and door trim and other interior and exterior woodwork and is a big point in building economy. Haydite holds the nails as firmly as hardwood and will not corrode them.

• 8 •

The Haydite Unit Wall provides superior insulation without the aid of special insulating material. This saves a big item in building costs. Your house will be more comfortable and your heating expense less, for Haydite Units have the highest insulating efficiency of any standard masonry material.

• 9 •

Haydite Building Units have great load bearing strength, and not only comply with, but in most cases materially exceed the requirements of local building codes.

• 10 •

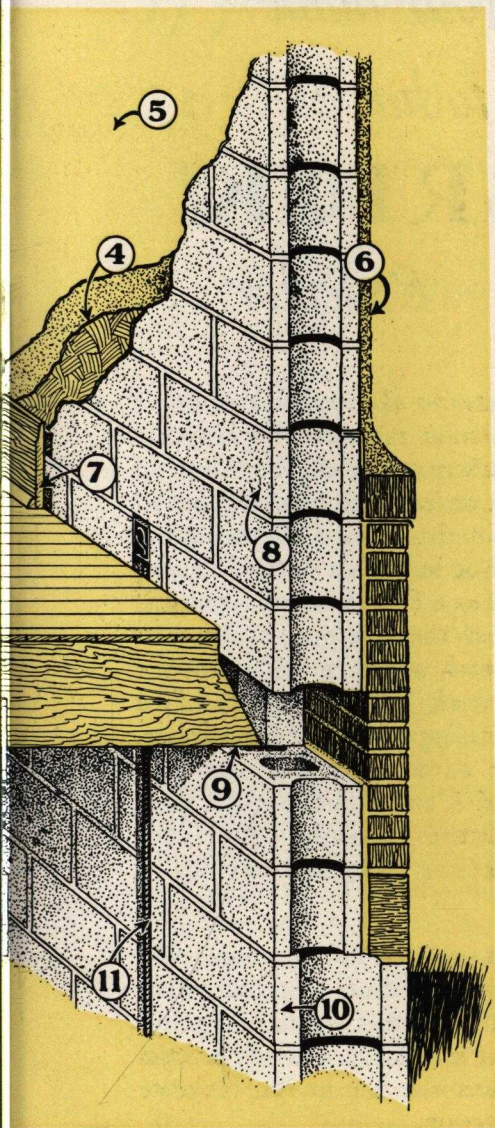
With Haydite Unit construction, dry walls are assured in your basement and throughout the building. The Haydite, with its low capillary action does not draw moisture through the wall, and its high insulating efficiency prevents condensation of moisture on interior wall surfaces.

• 11 •

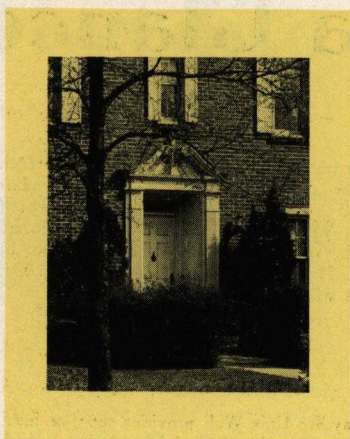
Haydite Units are tough and rugged, and therefore may be cut and channelled (for pipes, conduits, etc.) without danger of injury to the wall. Breakage in handling units during construction is negligible—an important point of saving in comparison with other materials.

• 12 •

The Haydite Units are true and perfect in shape and absolutely uniform in their strength and other properties. Every phase of their manufacture from raw material to finished product is under perfect control and checked by rigid inspections.



the highest type of masonry construction, that are secured through no other method. Important economies in labor and materials little more than the cost of ordinary frame construction.



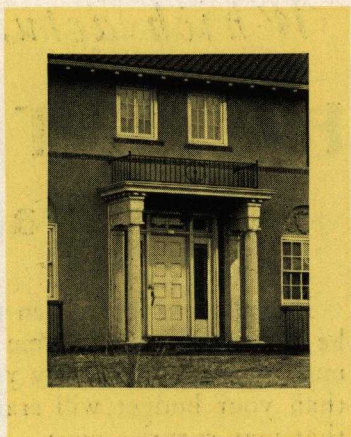
*If your home
is to have a*
BRICK
Exterior . . .

For homes that are planned for an exterior of face brick or other similar material, there are several particular reasons why Haydite Building Units should be adopted for backup material. So beautiful and permanent a material as face brick deserves to be safeguarded with equally permanent construction in the rest of the building. This means that the brick facing should be built as a part of a solid, fire-safe *masonry* wall—not merely used as a false front or “veneer” over a wooden frame. Entirely apart from the difference in strength—which you can quickly appreciate—with masonry walls you are enabled to secure more beautiful brickwork, and you use the face brick for its structural value as well as its appearance. Remember, too, that Haydite Units offer distinct advantages over ordinary forms of masonry for backing up face brick and stone, not the least of which have to do with such special features as insulation, plastering and application of trim, and all effecting important savings in the cost of the building.

If you have decided upon a face brick exterior for the home you are building, make it one that you can be proud of—not just today but for many long years to come. Build your walls of ageless masonry. And, of course, build them of the finest masonry known to modern building science, which means the use of the Haydite Unit Economy System of Wall Construction.

Lightweight Haydite Building Units are widely recognized as the ideal economical material for backing up Face Brick and Stone.

If your home
is to have a
STUCCO
Exterior . . .



Everyone appreciates the pleasing architectural effects that can be secured with stucco, but this should always be remembered: there is probably no facing material that has greater need of protection, if the effect is to be permanent. The stucco itself has practically no structural strength and as applied to the wall is less than an inch thick. If the stucco is applied to a base which is not structurally permanent, or which expands and contracts at a different rate than the stucco, it is natural that cracks and spoiling of the surface will result. You probably have seen this happen many times and know that it is costly and difficult to remedy. In fact, even when repairs have been made, the original beauty of the wall is often impaired.

Such worry and uncertainty are removed by Haydite Wall construction. The stucco is applied directly to the units, which have a surface that holds it permanently and allows it to harden and "cure" to perfection. Thus the stucco literally becomes a part of a fire-safe masonry wall. At the same time, you are saving money, for the labor of applying the stucco is reduced, less material is needed and several unnecessary operations are done away with. When this method is used you have a stucco effect that stands as solid as a rock, and as the Haydite Units expand and contract at virtually the same rate as the stucco, the danger of marring its beauty with cracks or blemishes is reduced to a minimum.

Leading authorities in the construction field advocate Haydite Building Units as the finest permanent base for Plaster and Stucco

Which actually costs more

HAYDITE MASONRY

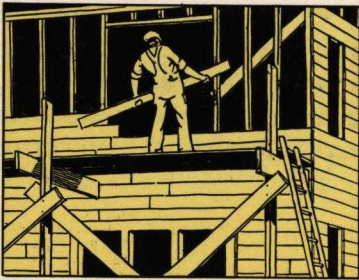
or Frame Construction?

Perhaps you have been puzzled as to whether your home should be of masonry or of frame construction. Undoubtedly you prefer masonry, but like many you may wonder if its cost is not more than your budget will stand. If so, here is a bit of information that may surprise you:

In a normally well-built residence, the difference between brick veneer over frame construction and high grade Haydite Unit masonry is so small in proportion to the total cost that it scarcely needs to be considered!

You probably did not know this. As a matter of fact it could only be true through so scientific a development as the cost-saving Haydite Building Unit Wall.

When your plans are being formed is the time to do some common-sense thinking on this subject. Do not compare costs of walls alone, but of the house as a whole. Do not think of the initial expense, but of the cost over a period of years. Do not forget that the Haydite Unit Wall saves costs in many other phases of construction. Do not overlook the better re-sale value of the house after a period of time. If you remember these things, you cannot fail to see that Haydite Unit construction is not only the best, but is definitely the most economical way to build your home.



Building framework, load-bearing members and vital portions of walls built of wood; non-fireproof.

-versus-



Modern scientific masonry built of Haydite Building Units; permanent, economical and fire-safe.

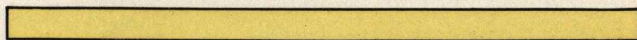
This simple comparison of **INSULATING VALUE** *shows Haydite superiority*

You, of course, will demand that the walls of your house shall be insulated effectively both against winter cold and summer heat. It will therefore be satisfying to know that in this Haydite Walls again show to advantage, for *Haydite Building Units have the highest insulating efficiency of any masonry material.* So marked is this superiority that there is no need to consider the use of special wall insulation; the Haydite Units serve the purpose admirably and thus relieve your building of a considerable item of construction cost. Your fuel bills will be smaller and your living comfort increased because your home will be free from extreme fluctuations in temperature.

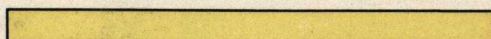
These facts are clearly demonstrated by the chart given below, based upon authoritative data from Armour Institute of Technology, Chicago, and the American Society of Heating & Ventilating Engineers Guide. This, in a simple way, shows the comparative insulating values of the principal types of masonry walls.

Comparison of Insulating Values of Unplastered 8-inch Masonry Walls

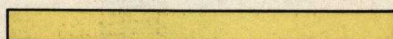
HAYDITE LIGHT
WEIGHT
BUILDING UNITS



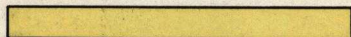
Hollow Clay Tile, 5x8x12",
3 cell, $\frac{3}{4}$ " shell, $\frac{1}{2}$ " web.



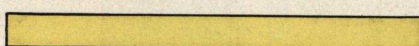
Hollow Clay Tile, 5x8x12",
2 cell, $\frac{3}{4}$ " shell, $\frac{1}{2}$ " web.



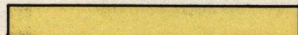
Hollow Clay Tile, 5x8x12",
2 cell, $\frac{3}{4}$ " shell, $\frac{1}{2}$ " web.



Ordinary Hollow Concrete
Blocks



Standard Common Brick.

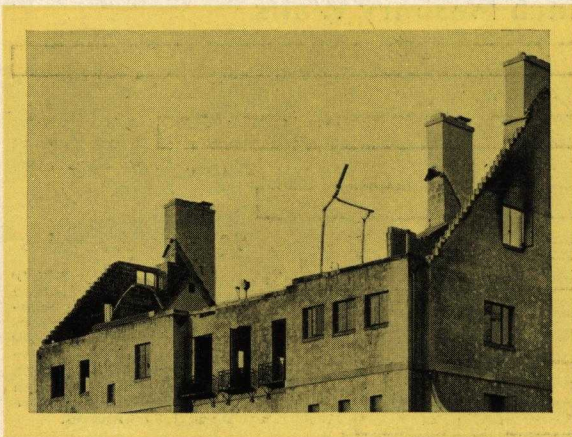


The logical way to judge insulating value is by comparing the efficiencies of materials *in the wall*. The above data is shown this way and is taken from authoritative sources.

Let Haydite Walls protect your home against FIRE

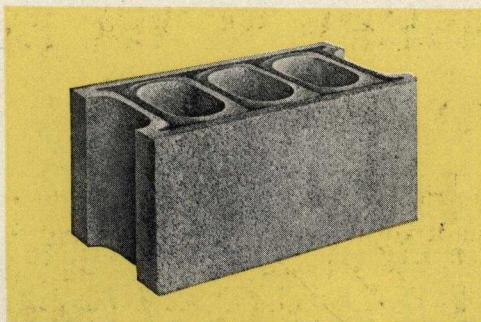
While the plan, the architectural design and the construction of your home are naturally uppermost in your mind, the problem of fire-protection should never be neglected. One does not like to think of it, but the danger of fire is always about us—menacing the home both from within and without. When you are building, therefore, it is wise to take every precaution you can to eliminate all inflammable building materials and to use those which will resist fire.

The adoption of Haydite Building Unit Walls is one of the best ways to secure a fire-safe home, and, incidentally, to effect a worthwhile saving in insurance as compared with less fire-resistant types of construction. Haydite Building Units have been accorded a very high official rating by the Underwriters' Laboratories (National Board of Fire Underwriters) after the severest tests. These tests proved that Haydite Walls not only offered protection against fire but retained their strength and structural soundness. Practical experience has borne this out fully, as you may judge from a brief examination of the photograph reproduced below. This, indeed, is to be expected, for *Haydite Building Units contain no combustible material* and possess excellent insulating value against the transmission of heat, thus affording completely ideal protection.



How Haydite Walls withstand fire

This photograph of the Avalon Country Club, Indianapolis, was taken after a severe fire had entirely destroyed the interior of the upper portion of the building. Notice that the Haydite Walls still remain in perfect condition, without cracking, spalling, bulging or structural failure.



A Few Facts About HAYDITE BUILDING UNITS

Haydite Building Units are manufactured by a large group of concrete products plants, each serving a convenient trade area and all selected for their reliability and efficiency. The units are made in accordance with rigid specifications and by methods which are carefully supervised by the Haydite manufacturers.

Sizes and Shapes

Haydite Units are supplied in a full range of sizes, styles and shapes required by modern building practice.

Building Codes

In every locality, the Haydite Units comply fully with building code regulations—usually offering qualities and strength considerably in excess of those demanded.

Quality and Uniformity

Everything in the manufacture of Haydite Building Units, from the raw material to the production of the finished units is under perfect control, giving assurance of uniformly high quality.

Purity of Material

The Haydite itself is made of selected clay or shale, treated by a special process which gives it unique properties. It is free from all injurious chemicals and has *no combustible content*.

No Special Construction

The use of Haydite wall construction entails no special features of design in the building or unusual methods of construction. Haydite units, in fact, make construction easier than before.

Convenient Delivery

There is an authorized Haydite Building Unit manufacturer in your vicinity who can deliver the material to you promptly and economically at all times.

Haydite Representatives

An expert Haydite Masonry specialist from your local manufacturer will call upon you at your request and provide you with full information.

HAYDITE MANUFACTURERS' ASSOCIATION

718 Scarritt Building, Kansas City, Mo.

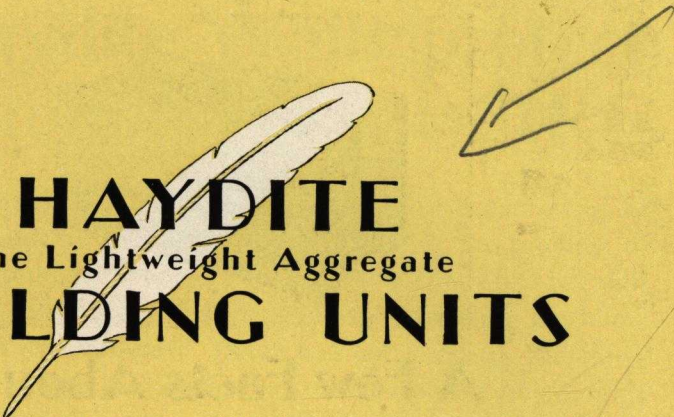
WESTERN BRICK COMPANY
Danville, Ill.

HYDRAULIC-PRESS BRICK CO.
St. Louis, Mo.—So. Park, Ohio

JOHN H. BLACK COMPANY
Buffalo, New York

THE HAYDITE COMPANY
Kansas City, Mo. — Pittsburgh, Pa.

THE COOKSVILLE COMPANY, LIMITED, Toronto-Montreal, Canada



HAYDITE


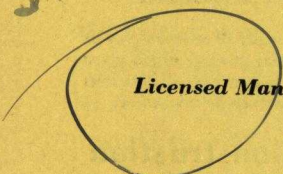
The Lightweight Aggregate

BUILDING UNITS

Hydraulic-Press Brick Co.

**ST. LOUIS, MISSOURI
SOUTH PARK, OHIO**

Licensed Manufacturers of Haydite — the Lightweight Aggregate



HAYDITE The Lightweight Aggregate **BUILDING UNITS**

Hydraulic-Press Brick Co.

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